Application No.: 09/841,423

Amendment dated September 16, 2010

Reply to Non-Final Office Action of June 16, 2010

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Patent Application of: Atty. Docket No.: 007412.01058

John Carney et al.

Serial No.: 09/841,423 Group Art Unit: 2427

Filed: April 23, 2001 Examiner: Duffield, Jeremy S.

For: METHOD AND SYSTEM Confirmation No.: 5451

FOR PERSONALIZATION AND AUTHORIZATION OF INTERACTIVE TELEVISION

CONTENT

AMENDMENT

U.S. Patent and Trademark Office Customer Service Window Randolph Building 401 Dulany Street Alexandria, VA 22314

Dear Sir:

In response to the non-final Office Action mailed June 16, 2010, please amend the instant application as follows:

Amendments to the Claims are reflected in the Listing of Claims, which begins at page 2 of this paper.

Remarks begin at page 6 of this paper.

If any additional fees are required or an overpayment is made, the Commissioner is authorized to debit or credit our Deposit Account No. 19-0733 accordingly.